

Message Text

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ACTION ARA-10

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P 201800Z AUG 75

FM AMEMBASSY PORT AU PRINCE

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC PRIORITY 471

USIA WASHDC

UNCLAS PORT AU PRINCE 2084

EO 11652 N/A

TAGS: BEXP, HA

SUBJECT: FY 1976 COMMERCIAL ACTION PROGRAM

REF: A) STATE 135966; B) PORT AU PRINCE 1523

SUMMARY: FOLLOWING IS FY 1976 COMMERCIAL ACTION PROGRAM FOR HAITI. EMBASSY FORESEES SLACKENING OF HAITIAN IMPORT DEMAND DURING COMING YEAR, WHILE NEW U.S. INVESTMENT IN HAITI WILL DEPEND ON RATE OF ECONOMIC RECOVERY IN U.S. THESE FACTORS DO NOT ENCOURAGE VIEW THAT U.S. WILL BE ABLE TO EXPAND ITS MARKET SHARE IN HAITI SIGNIFICANTLY DURING PERIOD. FY 1976 CAP THEREFORE DESIGNED PRIMARILY

TO PROBE FOR SALES OPPORTUNITIES FOR U.S. PRODUCTS THAT SUBSTITUTE FOR, RATHER THAN ADD TO EXISTING IMPORTS. PROGRAM HAS BEEN REVIEWED AND APPROVED BY COUNTRY TEAM TASK FORCE.

1. CAMPAIGN NO. 1: THERMAL GENERATING EQUIPMENT FOR PORT-AU-PRINCE (POTENTIAL MAJOR PROJECT). ANNUAL MAN-DAY ALLOTMENTS: FSO-5/D. GRANT...12MD; FSL-1/R. GUILLAUME...8MD.

ACTION ONE: BEGINNING IMMEDIATELY, GRANT AND GUILLAUME WILL INITIATE CONTINUING CALLS ON OFFICIALS OF LOCAL POWER COMPANY TO DETERMINE WHAT ACTIONS ARE CONTEMPLATED TO COPE WITH ANY SHORTFALLS IN MEETING PORT-AU-PRINCE'S POWER REQUIREMENTS. IN ADDITION, GRANT AND GUILLAUME WILL

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MAKE SERIES OF CALLS ON OFFICIALS OF UNITED NATIONS DEVELOPMENT

PROGRAM AND THIRD COUNTRY EMBASSIES TO LEARN
OF FOREIGN ASSISTANCE TO HAITI IN ENERGY FIELD.

ACTION TWO: BY SEPTEMBER 15, ON BASIS OF INFORMATION
GATHERED THROUGH CALLS, GRANT WILL PREPARE REPORT FOR
WASHINGTON ON SOIKE OF ELECTRICAL GENERATION INDUSTRY
IN HAITI. REPORT WILL ALSO SERVE AS EARLY WARNING OF
ANY MAJOR PROJECTS PLANNED IN ENERGY FIELD.

2. CAMPAIGN NO. 2: FOOD PROCESSING AND AGRICULTURAL
EQUIPMENT (TARGET INDUSTRY). ANNUAL MAN-DAY ALLOTMENTS:
FSO-5/D. GRANT...15MD; FSL-1/R. GUILLAUME...15MD.

ACTION ONE: BEGINNING OCTOBER 1, GRANT AND GUILLAUME WILL
MAKE SERIES OF CALLS ON OFFICIALS OF GOH DEPARTMENT OF
AGRICULTURE AND ANCILLARY ORGANIZATIONS TO DETERMINE

POSSIBLE SALES OF U.S. GOODS IN CONJUNCTION WITH GOVERN-
MENT'S AGRICULTURAL DEVELOPMENT PROGRAM.

ACTION TWO: BEGINNING OCTOBER 1, GRANT AND GUILLAUME
WILL IDENTIFY AND CANVASS MAJOR FOOD PROCESSORS. ANY
SALES POSSIBILITIES DEVELOPED TO BE REPORTED AS TRADE
OPPORTUNITY REPORTS.

ACTION THREE: THE AIDREP WILL INFORM THE COMMERCIAL OFFICER
OF ANY SALES POSSIBILITIES FOR U.S. GOODS AS RESULT OF
USAID PROGRAMS OR ACTIVITIES IN AGRICULTURAL SECTOR.

ACTION FOUR: IF DEEMED USEFUL BY NOVEMBER 15, GRANT WILL
PREPARE MARKET STUDY (PIMS) ON FOOD PROCESSING INDUSTRY IN
HAITI.

3. CAMPAIGN THREE: BUILDING AND CONSTRUCTION SUPPLIES
AND EQUIPMENT (TARGET INDUSTRY). ANNUAL MAN-DAY ALLOTMENTS:
FSO-5/D. GRANT...12MD; FSL-1/R. GUILLAUME...10MD.

ACTION ONE: BEGINNING DECEMBER 1, GRANT AND GUILLAUME WILL

IDENTIFY AND CANVASS MAJOR IMPORTERS AND DISTRIBUTORS OF
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STEEL MILL PRODUCTS USED IN CONSTRUCTION INDUSTRY. ANY
TRADE LEADS DEVELOPED TO BE REPORTED AS TRADE OPPORTUNITY
REPORTS.

ACTION TWO: BEGINNING JANUARY 15, GRANT AND GUILLAUME WILL
IDENTIFY AND CANVASS MAJOR IMPORTERS AND DISTRIBUTORS OF
ELECTRIC HOME WATER HEATERS. ANY TRADE LEADS TO BE REPORTED
AS TRDE OPPORTUNITY REPORTS.

ACTION THREE: ON OR ABOUT APRIL 1, GRANT WILL HOST COCKTAIL PARTY FOR LEADING MEMBERS OF CONSTRUCTION INDUSTRY AND BUILDING SUPPLY TRADE. FSO-3/H. HUGHES (PAO) WILL ASSIST IN OBTAINING SUITABLE FILM OR VIDEOTAPE FOR PRESENTATION AT PARTY ON THEME OF NEW DEVELOPMENTS IN U.S. BUILDING INDUSTRY.

4. CAMPAIGN FOUR: PHARMACEUTICALS (HIGH INTEREST TARGET OF OPPORTUNITY). ANNUAL MAN-DAY ALLOTMENTS: FSO-5/D. GRANT... 10 MD; FSL-1/R. GUILLAUME...12MD.

ACTION ONE: BEGINNING APRIL 15, GRANT AND GUILLAUME WILL IDENTIFY AND CANVASS LEADING IMPORTERS AND DISTRIBUTORS OF PHARMACEUTICAL PRODUCTS. ANY TRADE LEADS TO BE REPORTED AS TRADE OPPORTUNITY REPORTS.

ACTION TWO: IF DEEMED USEFUL, BY JUNE 1 GRANT WILL PREPARE MARKET STUDY (PIMS) ON PHARMACEUTICAL TRADE.

5. GENERAL AND SURVEY:

ANNUAL MAN-DAY ALLOTMENTS: FSO-5/D. GRANT...6MD; FSL-1/R. GUILLAUME...8MD.

ACTION: GRANT AND GUILLAUME WILL EXPAND COMMERCIAL NEWSLETTER MAILING LIST AND INVESTIGATE, ON CONTINUING BASIS, WAYS OF IMPROVING CONTENT AND APPEARANCE OF NEWSLETTER, WITHIN BUDGETARY LIMITATIONS.

ACTION TWO: GRANT WILL MAKE AT LEAST TWO TRIPS TO CAP HAITIEN TO MAINTAIN CONTACTS WITH LOCAL BUSINESSMEN AND STAY CURRENT WITH DEVELOPMENTS IN NORTH.
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ACTION THREE: BY JUNE 1, GRANT AND GUILLAUME WILL IDENTIFY FOUR PROMISING PRODUCT CATEGORIES FOR PROMOTION DURING FY 1977. THOMPSON

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